



# FOOD JOURNAL

Dietary tracking made easy.

# WHAT IS FOOD JOURNAL?

Food Journal aims to be the quickest and most accessible food tracking app for those who are seeking a minimalistic experience.



## Search

Search and find a variety of food options.



## Discover

Discover what you feel like eating when you're in the mood to have a spontaneous meal.

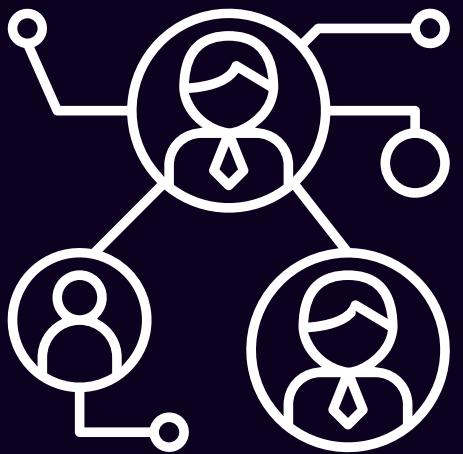


## Journal

Take note of what you've eaten and work towards living a healthier life.



# THE RUNDOWN



## Who

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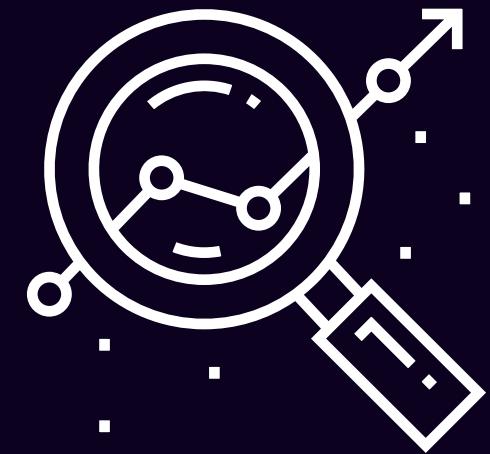
Health nuts and those  
who are adjusting to a  
healthier lifestyle



## Why

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Food tracking  
made easy with a  
minimalistic style



## How

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A food database with  
5 million+ foods hand  
curated by the USDA Food  
Composition Database  
nutrition experts

Research

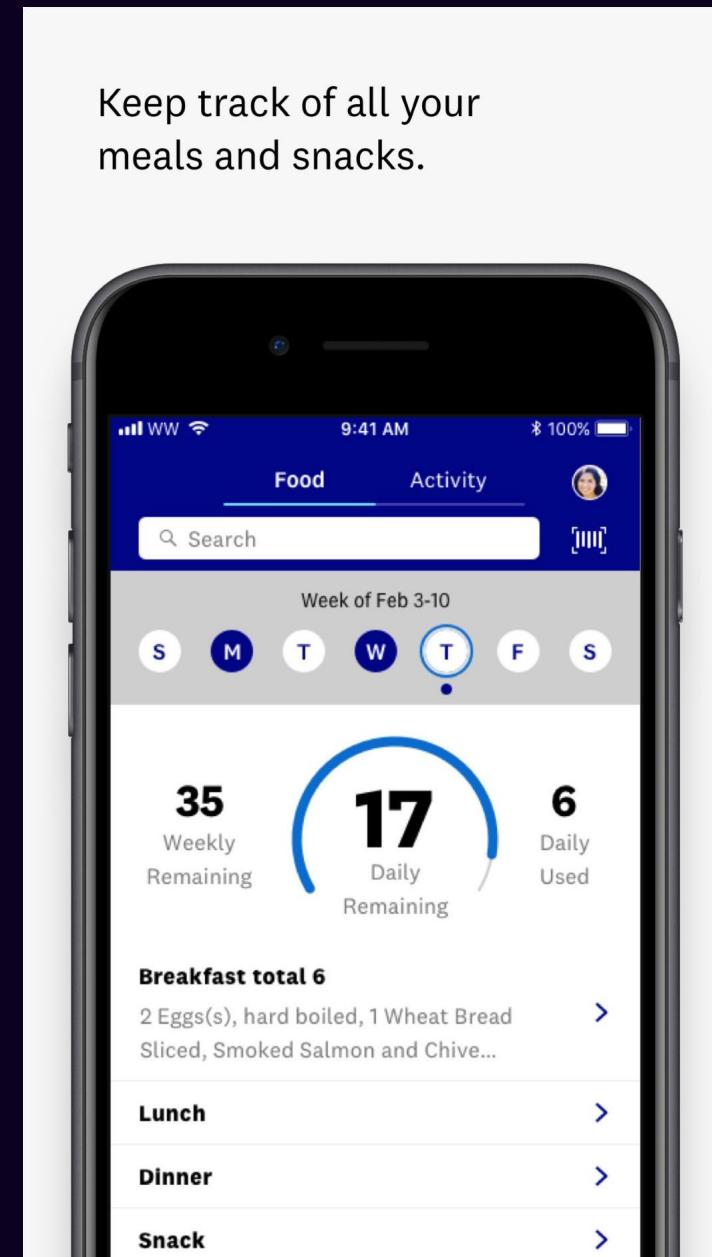


# COMPETITIVE ANALYSIS

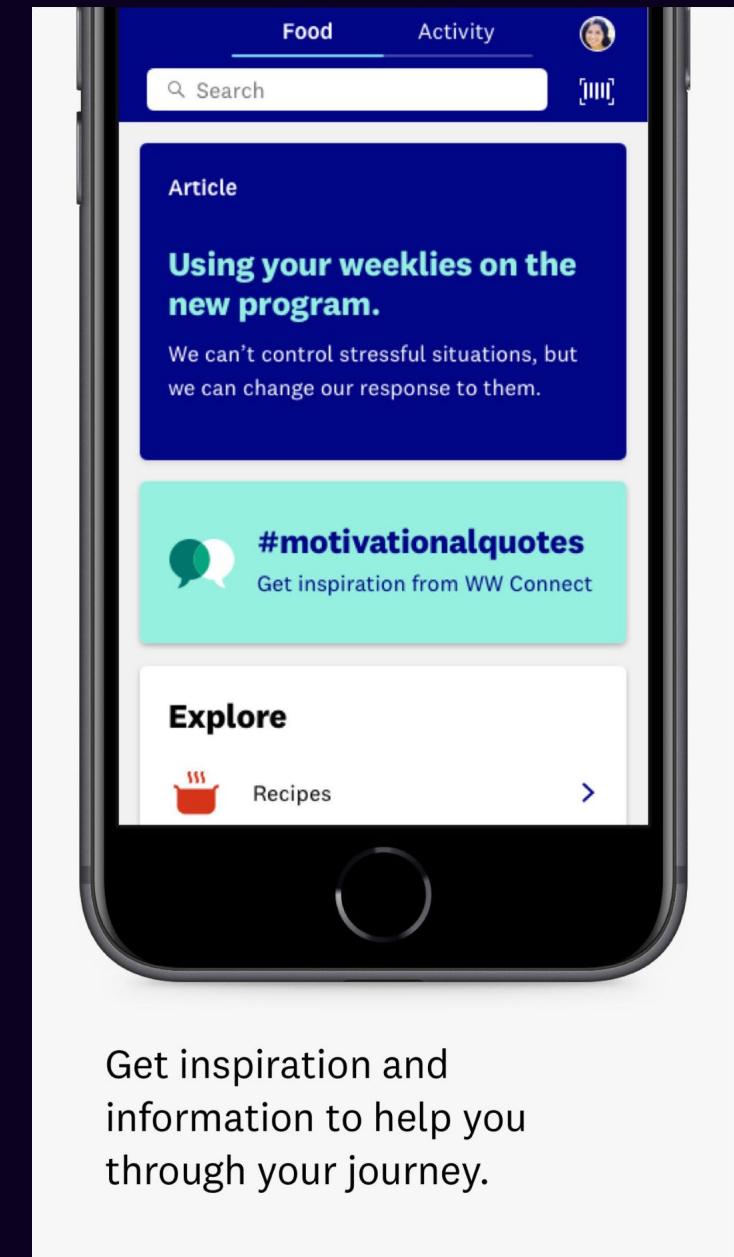
## Weight Watchers

*Our most flexible and livable program ever! With WW Freestyle™, smart decisions are made simpler so you can live your healthiest, happiest life.*

Weight Watchers (WW) makes great use of tiles and a minimal color palette. Their services are not free however, creating an initial barrier to most users who are seeking a free food tracking app. For direct calorie tracking, they've opted to display how many calories you have left to eat for the day with the number being the most prominent, followed by the graphic.



Keep track of all your meals and snacks.



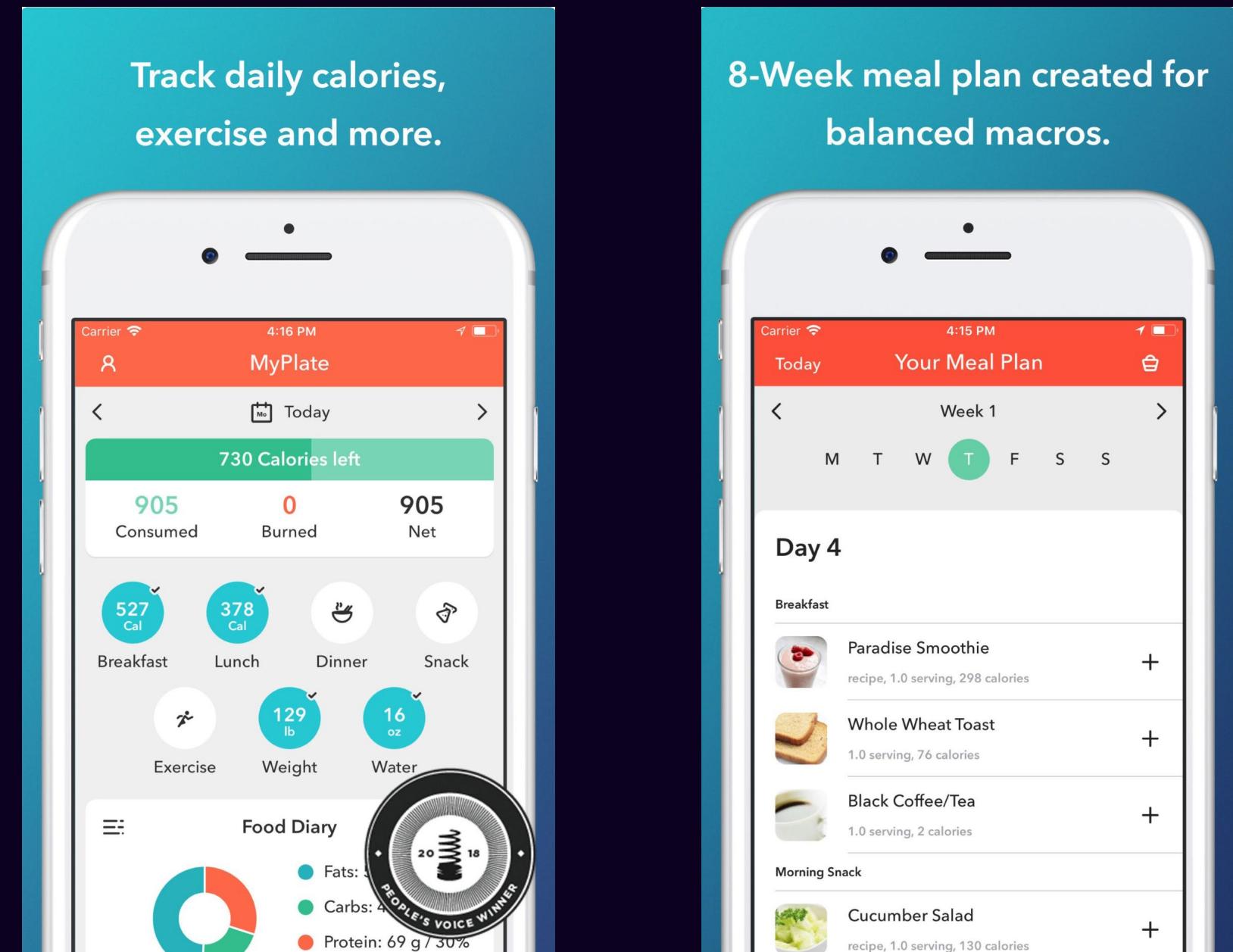
Get inspiration and information to help you through your journey.

# COMPETITIVE ANALYSIS

## MyPlate

*MyPlate is the fastest and easiest way to lose weight and improve your health! MyPlate makes tracking calories and getting the proper nutrition easy.*

MyPlate introduces a pale color palette that is calming but still upbeat. They offer a lot of information on their Home screen that looks crowded and could appear overwhelming to a new user. They've opted to use a daily nutrition counter bar at the top of their screen and incorporated the calendar navigation under the header.

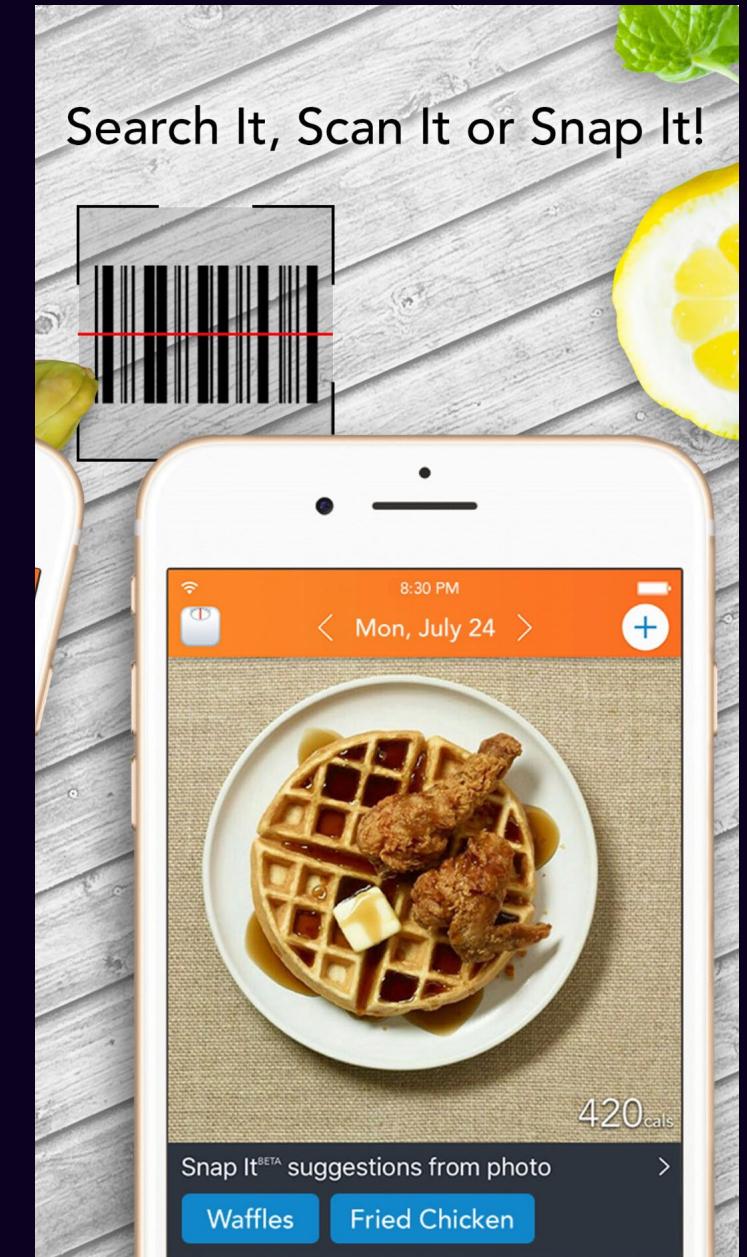
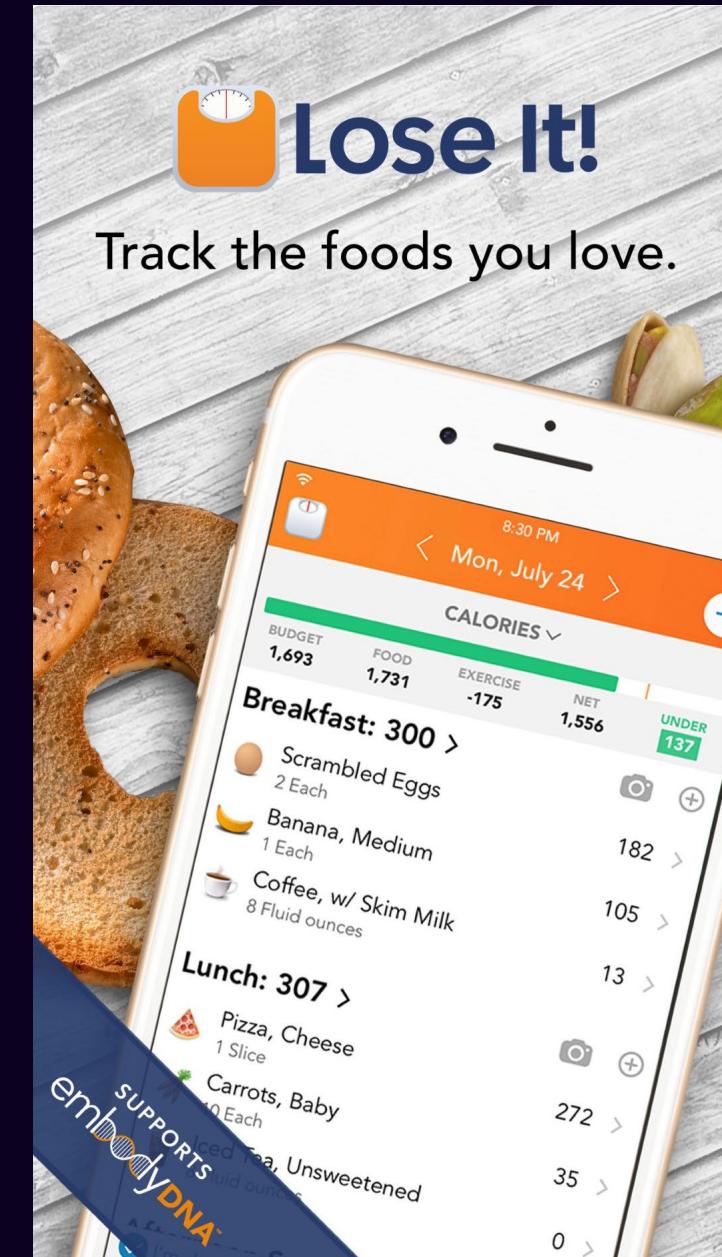


# COMPETITIVE ANALYSIS

## Lose It!

*Tap into the Lose It! community for inspiration, guidance, support and challenges. Track your meals & moves with our food & exercise database + tracking tools.*

Lose It! leans on a list view of every item you've eaten for the day in one column. The calories consumed are broken up by meal and displayed at each section. This layout gives you a quick view of which meal was your largest, but the important information, like how much freedom you have for the remainder of the day, is squeezed up top below the calendar header.



# USER RESEARCH

The comments here were submitted by users who have used the applications in the Competitive Analysis.

## Weight Watchers

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*"Top area of app is too narrow when trying to select to type in the "search food & activity" and the 'scanner'"*

— WW User

*"For some reason when trying to access my food "favorites", does not load all items that I have added, stops loading items when reaches the "W's" and I continually have to rescan or use the search food."*

— WW User

## MyPlate

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*"I'd like to be able to "modify" my food entries. There are a lot of inaccurate additions to the food list. I think this is greatly due to not being able to edit an item once it's been uploaded. I took the time to enter all the nutritional facts into an item, hit save, just to realize the protein was showing. 18grams of protein, not 18grams. Very frustrating."*

— MyPlate User

## Lose It!

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*"More than 1/2 my entries are missing. Can't see my challenges, my insights, badges, friends. Some screens completely blank. I have had premium for almost a year and because of this I am extremely disappointed."*

— Lose It! User

*"The food database is extensive, and scanning in bar codes makes tracking quick and easy when you are very busy. The user interface is intuitive, and the calorie budgets are realistic and sustainable as long as you are choosing a healthy rate of loss for your current weight."*

— Lose It! User

# PERSONAS



## JESSIE JANE DEMOGRAPHICS

27yo  
Gym Trainer  
Single  
Earns \$52K per year

## CHARACTERISTICS AND ATTRIBUTES (0 TO 5)

Fitness Experience: 5  
Education: 4  
Tech Savviness: 4  
Ambition: 5  
Workload: 4

## BEHAVIORS AND BELIEFS

- Does a weekly meal prep for dinner
- Often grabs lunch with friends
- Has a smart watch
- Often running between work, friends and her dog

## GOALS

- Keep track of cheat day eats and spontaneous lunch with friends
- Find an app to promote to her fitness classes
- Find an app that seamlessly integrates with her smart watch

# PERSONAS



## ISAIAH GREENE

### DEMOGRAPHICS

19yo  
College Sophomore  
In a Relationship  
Full-time Student

### BEHAVIORS AND BELIEFS

- Dines at the campus dining center for every lunch
- Cooks dinner at home 2 nights a week
- Has all the latest tech
- Double-major student on a rec. sports team

### CHARACTERISTICS AND ATTRIBUTES (0 TO 5)

Fitness Experience: 3  
Education: 5  
Tech Savviness: 5  
Ambition: 3  
Workload: 5

### GOALS

- Drop the Freshman 15
- Get in better shape before the rec. sports season begins in three months
- Schedule his week of meals ahead of time based on the dining center's calendar

# PERSONAS



## VENUS ASTRO DEMOGRAPHICS

37yo  
Mother of 3  
Single  
Accountant

## CHARACTERISTICS AND ATTRIBUTES (0 TO 5)

Fitness Experience: 3  
Education: 5  
Tech Savviness: 2  
Ambition: 3  
Workload: 5

## BEHAVIORS AND BELIEFS

- Has most of their free time after 9PM
- Has a newborn
- Not apt to all the latest technology
- Their kids are all in after-school activities

## GOALS

- Maintain a healthy, post-baby diet
- Keep themselves in mind without taking too much time away from their kids

# USER SCENARIOS



## JESSIE JANE WANTS TO..

Keep track of cheat day eats and spontaneous lunch with friends

## SO THAT..

She can stay fit for her job

## CHOSEN SCENARIO

Jessie has just wrapped up instructing a pilates class when she goes to check her phone and sees a lunch invite from her friends. She has already meal-prepped for the week and considers not going in fear of accumulating an unknown amount of calories from the Mediterranean restaurant suggested by her friends. Jessie is looking for a quick resource to plan out a healthy meal from the restaurant.

*To see the complete set of this persona's scenarios, click [here](#) and view the Google Sheets document.*

# USER SCENARIOS



## ISAIAH GREENE WANTS TO..

Schedule his week of meals ahead of time  
based on the dining center's calendar

## SO THAT..

He can get in better shape before the rec.  
sports season begins in three months

## CHOSEN SCENARIO

Isaiah has been busy with quizzes and exams this month and has not quite been eating as healthy as he should have been according to his daily calorie intake suggestion. His rec. sports league starts up in three months and would like to know how to change his diet in order to be healthy when the season begins. He wants to start today but is discouraged by the time it takes to set up a new app and what personal information needs to be inputted. He wants to fill in the bare minimum needed now and fill in the rest when he has more time.

*To see the complete set of this persona's scenarios,  
click [here](#) and view the Google Sheets document.*

# USER SCENARIOS



## VENUS ASTRO WANTS TO..

Maintain a healthy, post-baby diet without taking too much time away from her kids

## SO THAT..

She can still be involved with her kids and not take a lot of time to learn new tech

## CHOSEN SCENARIO

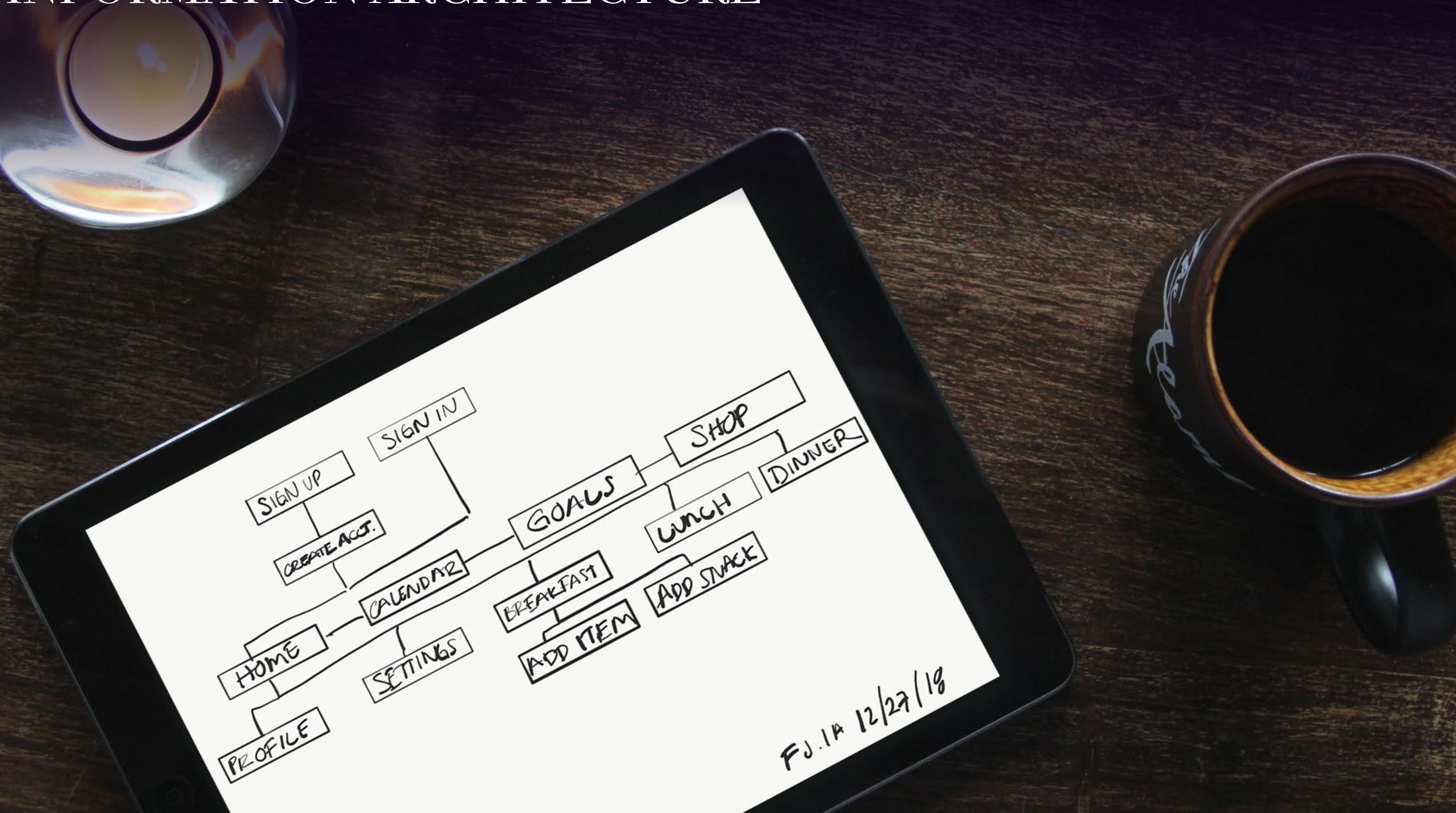
Venus is at her kid's basketball game when it goes into overtime. Since she won't be heading home at the time she originally planned to, Venus bought a few concession stand snacks that will be serving as her dinner for the evening. She knows the nutritional value of the leftovers she would have eaten today but does not know the value of the items she has just eaten. Venus needs a quick app without too many layers to discover this information before the overtime segment begins.

*To see the complete set of this persona's scenarios, click [here](#) and view the Google Sheets document.*

A close-up photograph of a lime wedge and a whole lime on a dark surface. The lime wedge is positioned in the foreground, showing its bright green flesh and white pith. The whole lime is in the background, showing its textured, bumpy green skin. The lighting highlights the juicy texture of the lime slices.

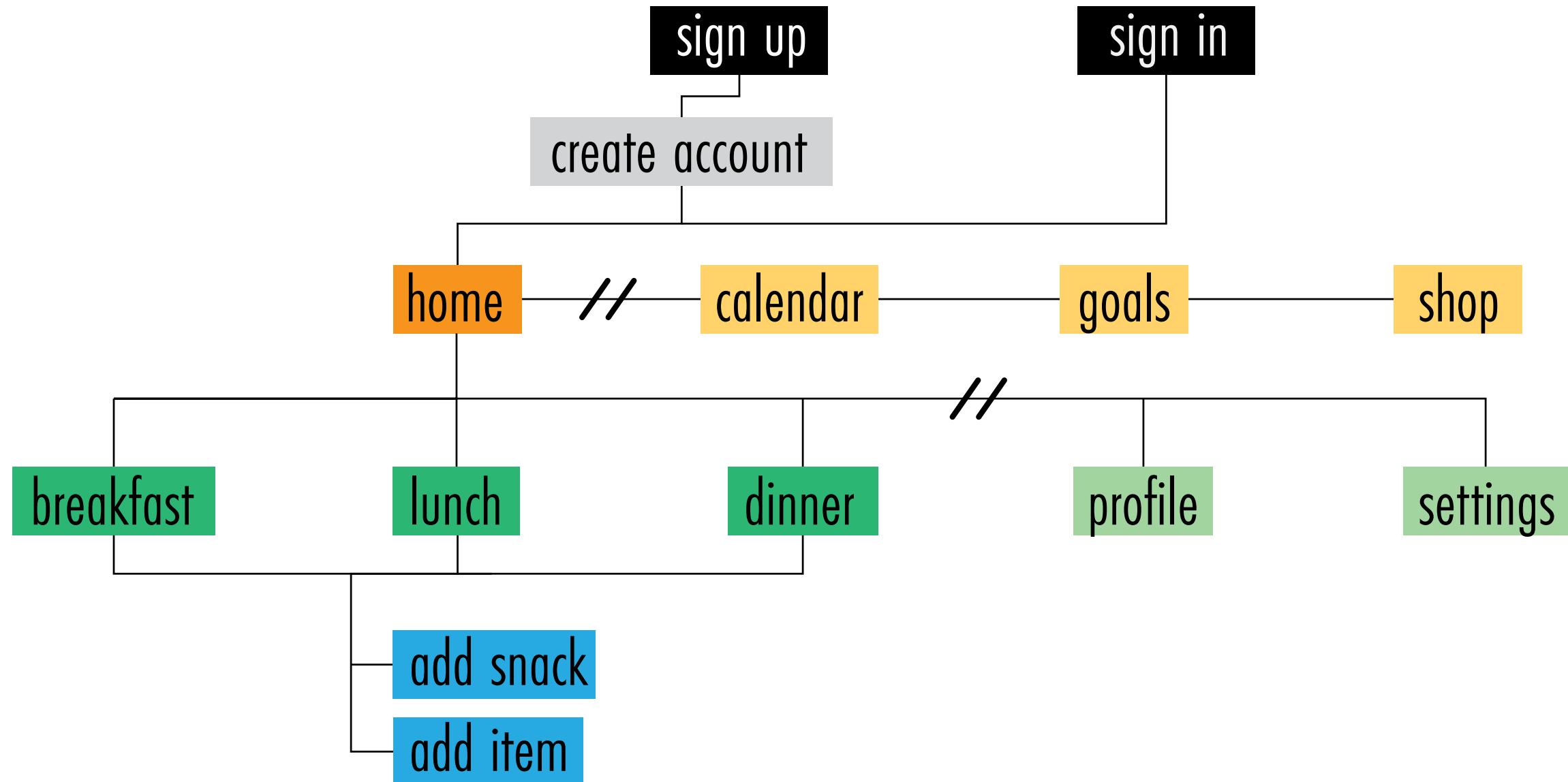
MVP

# INFORMATION ARCHITECTURE



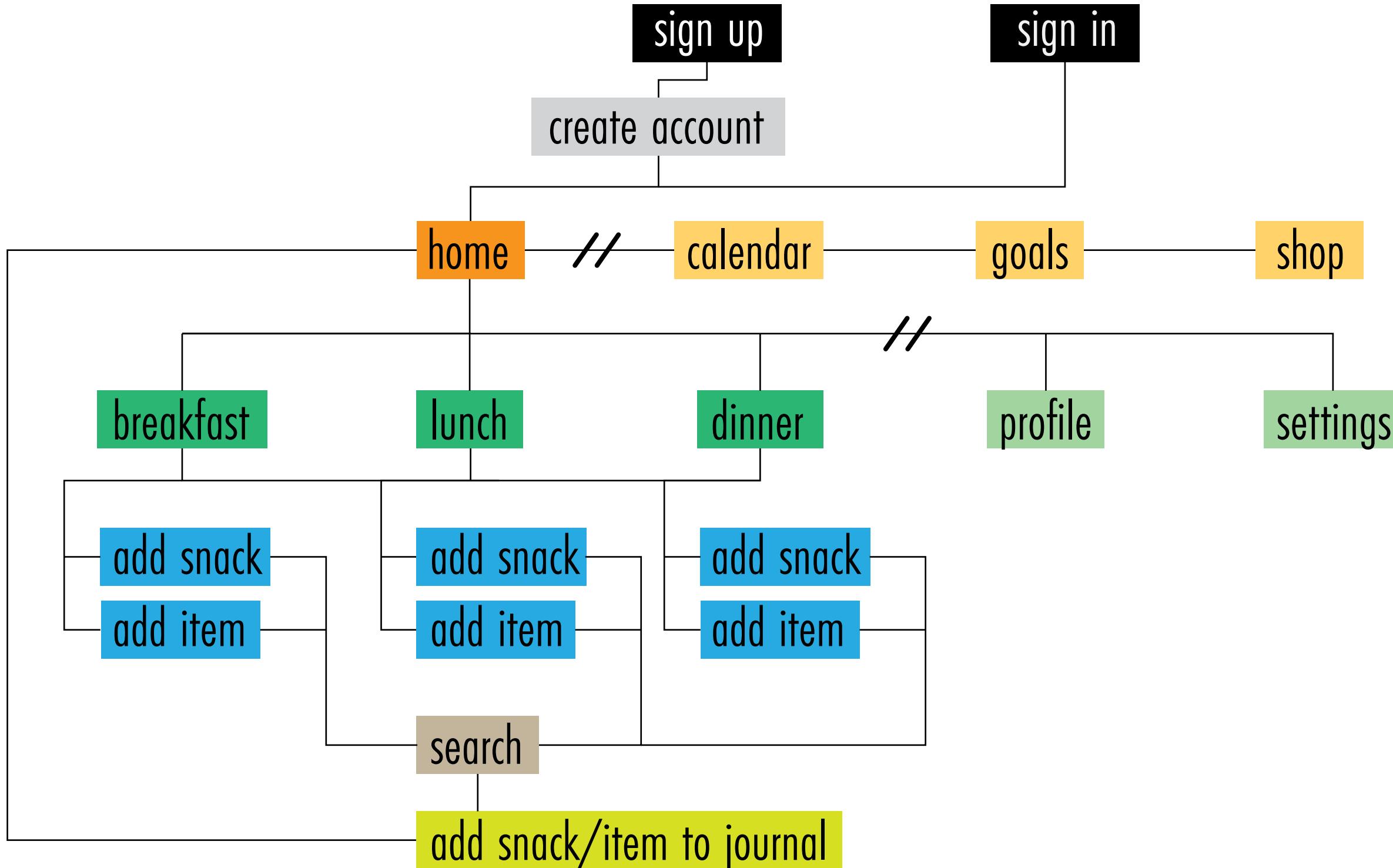
# INFORMATION ARCHITECTURE

The information architecture went through rounds of development and improved when more components of the app were solidified.

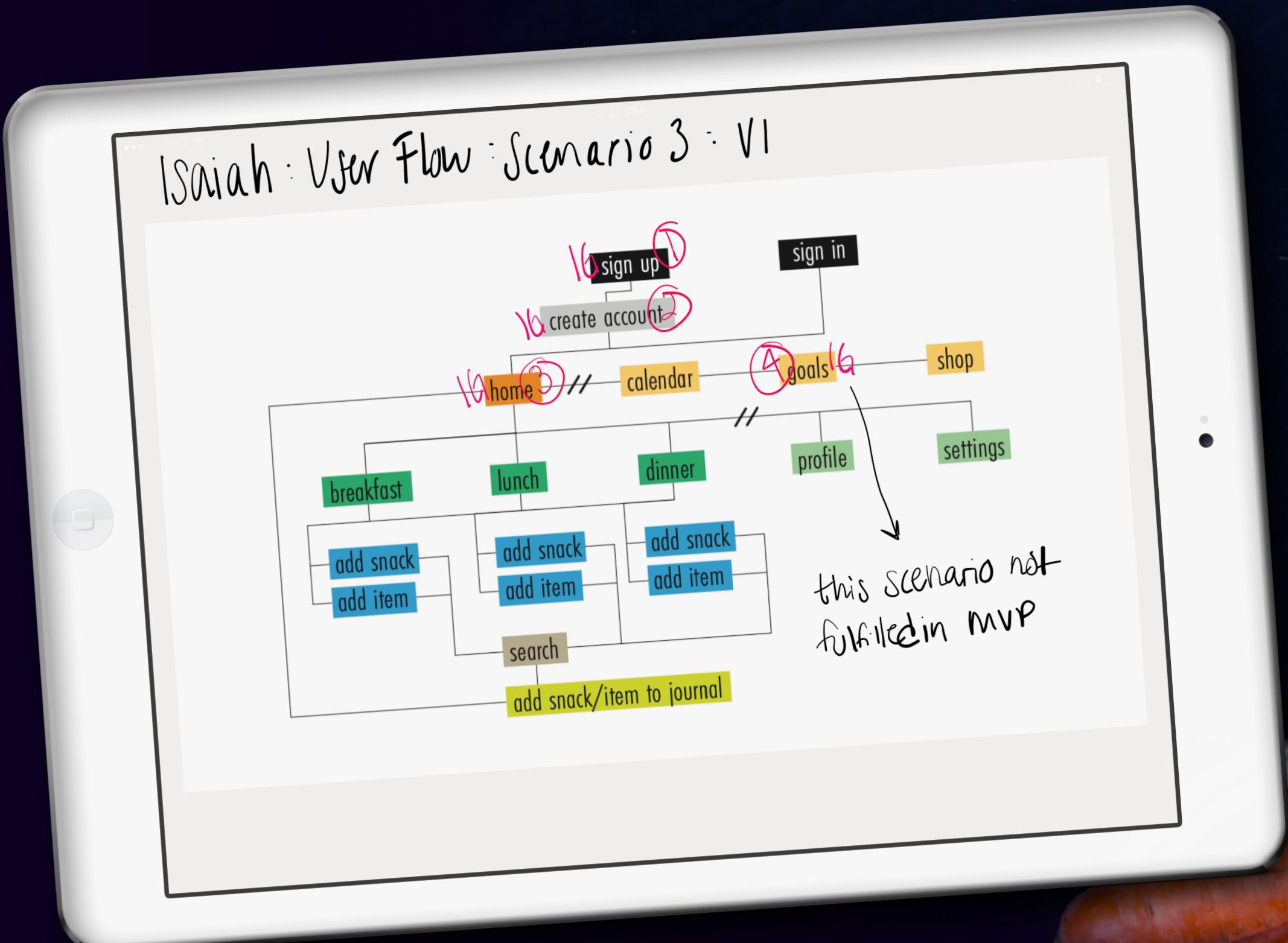


# INFORMATION ARCHITECTURE

Latest Iteration:



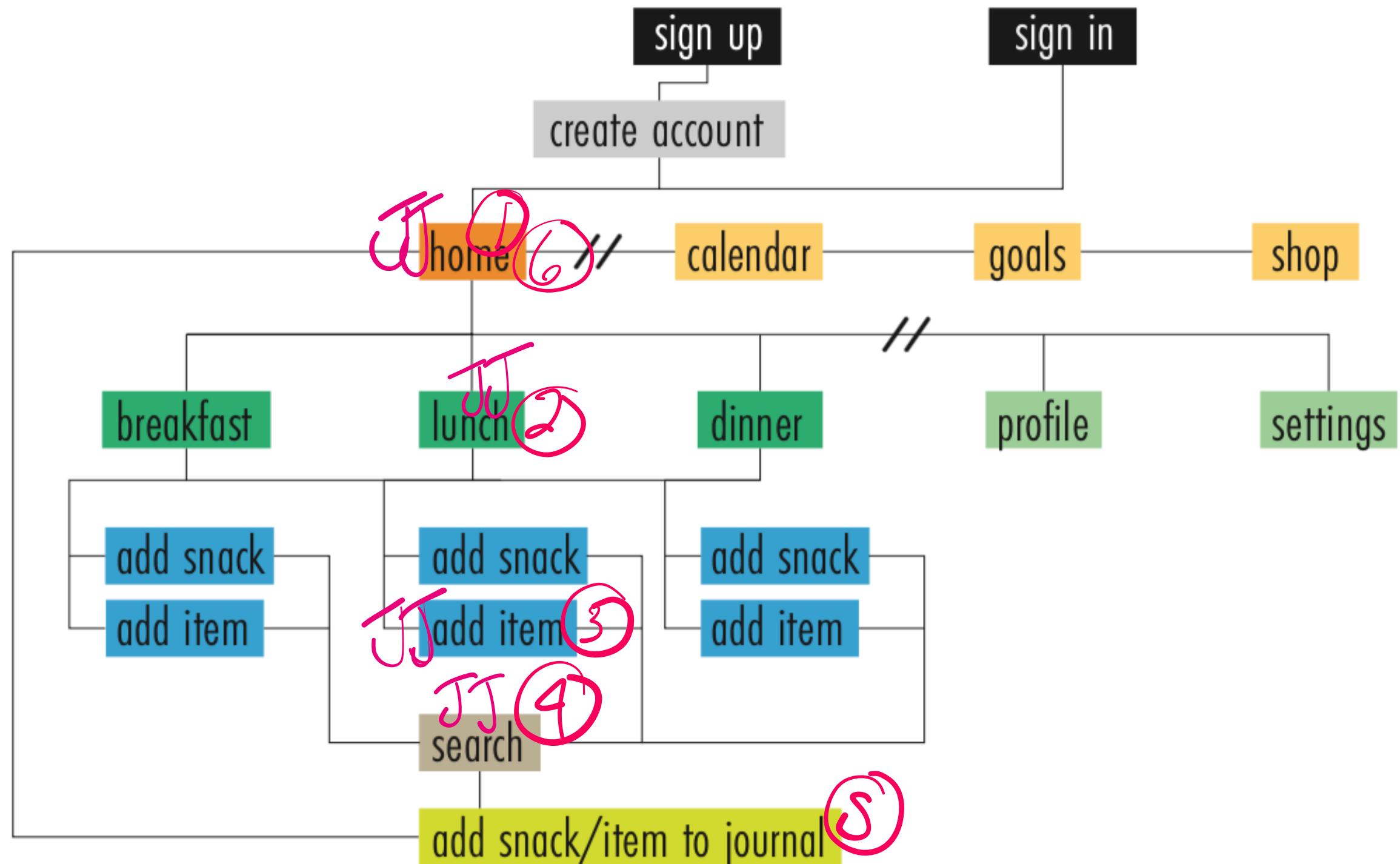
# USER FLOWS



# USER FLOW

**Jessie Jane:** Following this persona's first scenario.

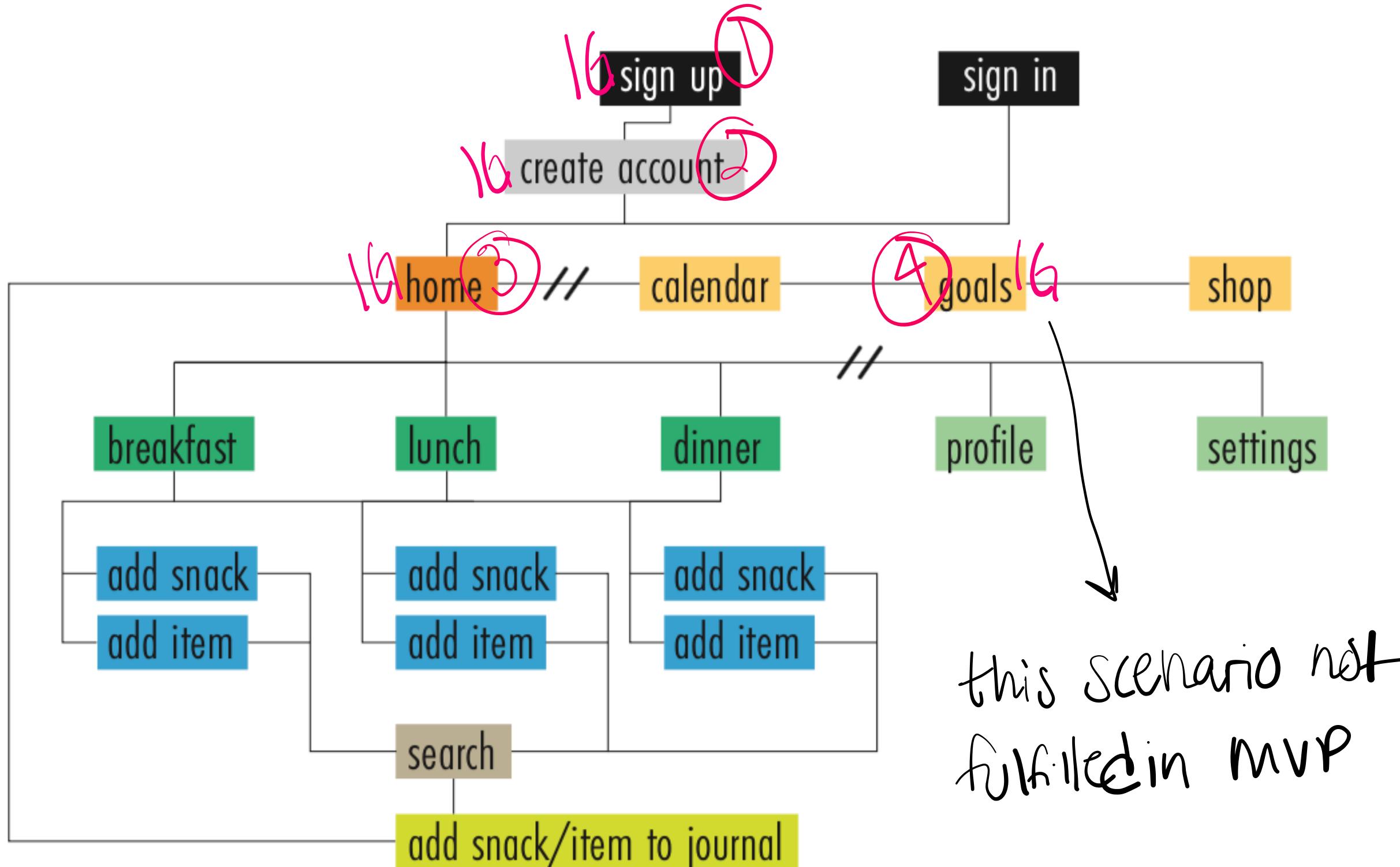
--  
 Jessie has just wrapped up instructing a pilates class when she goes to check her phone and sees a lunch invite from her friends. She has already meal-prepped for the week and considers not going in fear of accumulating an unknown amount of calories from the Mediterranean restaurant suggested by her friends. Jessie is looking for a quick resource to plan out a healthy meal from the restaurant.



# USER FLOW

**Isaiah Greene:** Following this persona's third scenario.

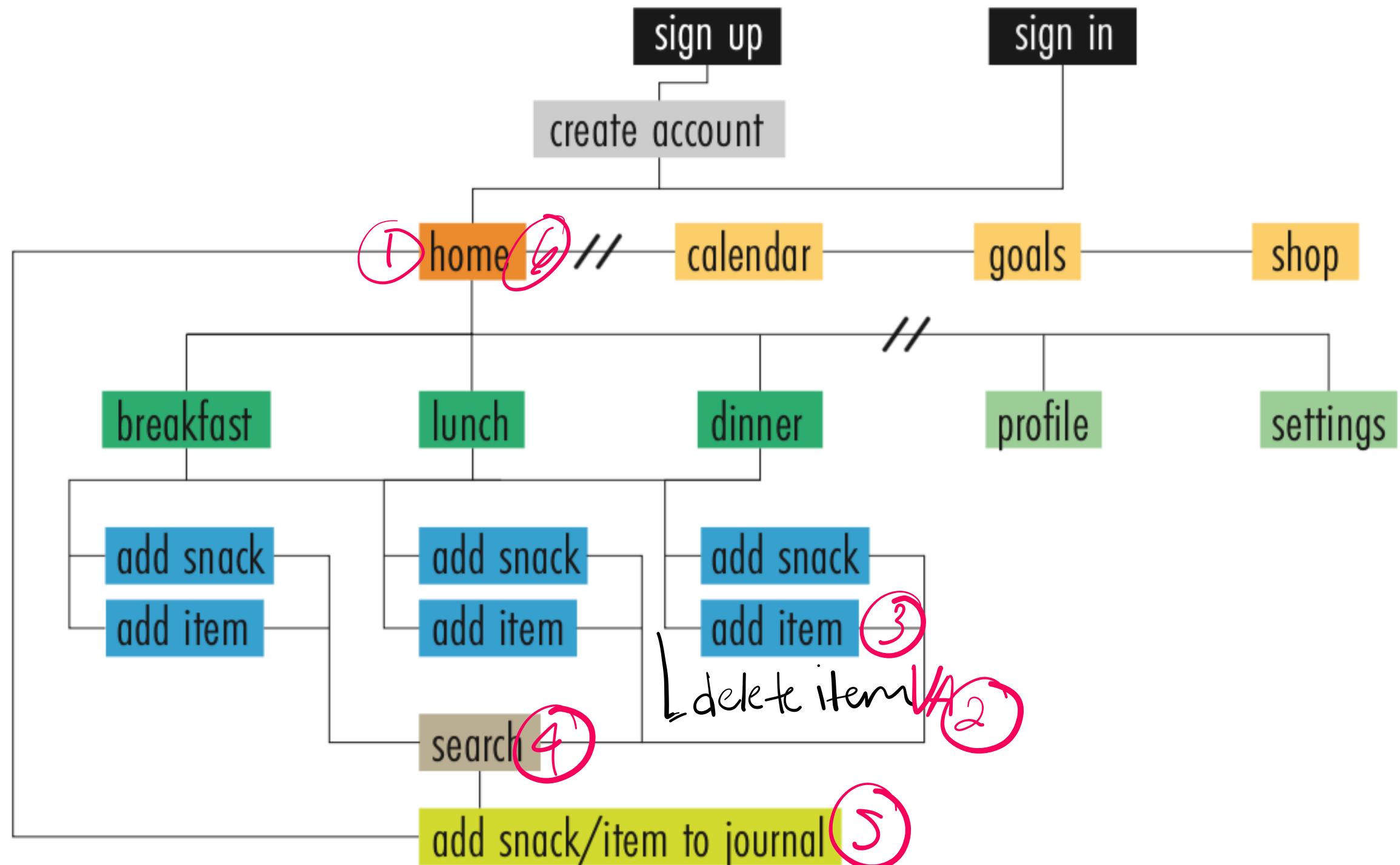
--  
 Isaiah has been busy with quizzes and exams this month and has not quite been eating as healthy as he should have been according to his daily calorie intake suggestion. His rec. sports league starts up in three months and would like to know how to change his diet in order to be healthy when the season begins. He wants to start today but is discouraged by the time it takes to set up a new app and what personal information needs to be inputted. He wants to fill in the bare minimum needed now and fill in the rest when he has more time.



# USER FLOW

**Venus Astro:** Following this persona's second scenario.

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 Venus is at her kid's basketball game when it goes into overtime. Since she won't be heading home at the time she originally planned to, Venus bought a few concession stand snacks that will be serving as her dinner for the evening. She knows the nutritional value of the leftovers she would have eaten today but does not know the value of the items she has just eaten. Venus needs a quick app without too many layers to discover this information before the overtime segment begins.



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# PROTOTYPES



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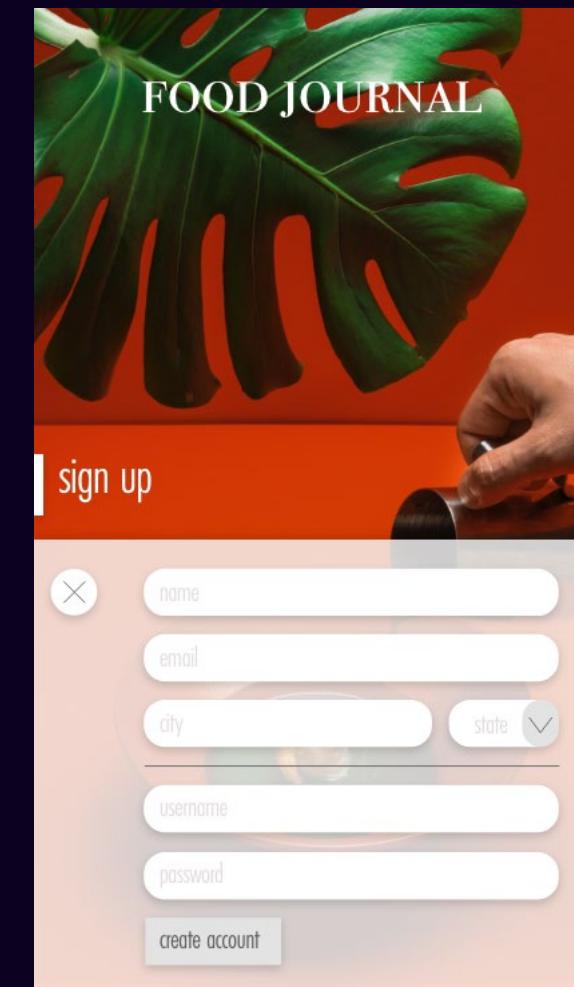
The screens pictures here are the latest iteration of the app. Sign up/sign in screen will appear if the app has been idle or closed for over two weeks.



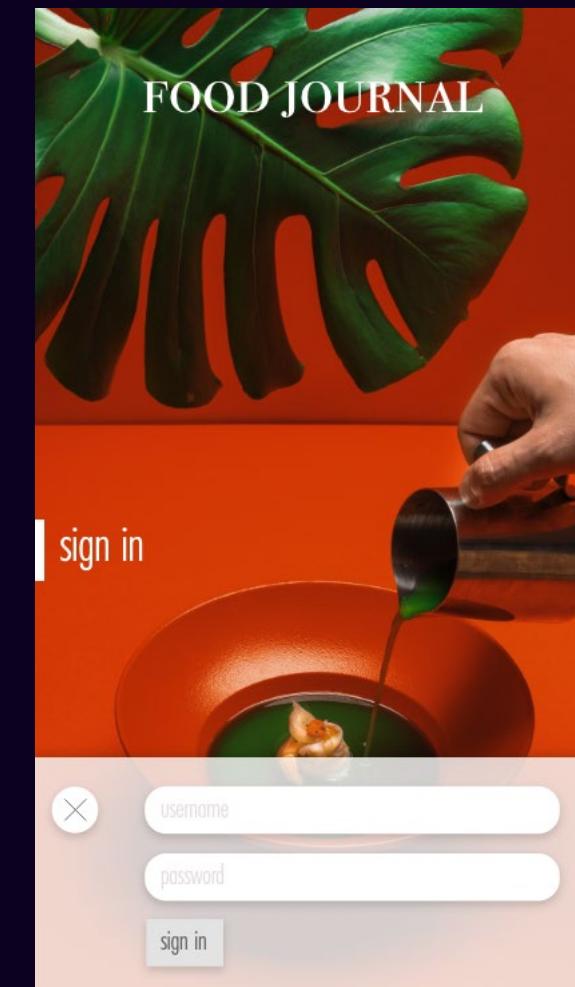
Welcome screen



Sign up/sign in



Sign up fields



Sign in fields

# PROTOTYPES

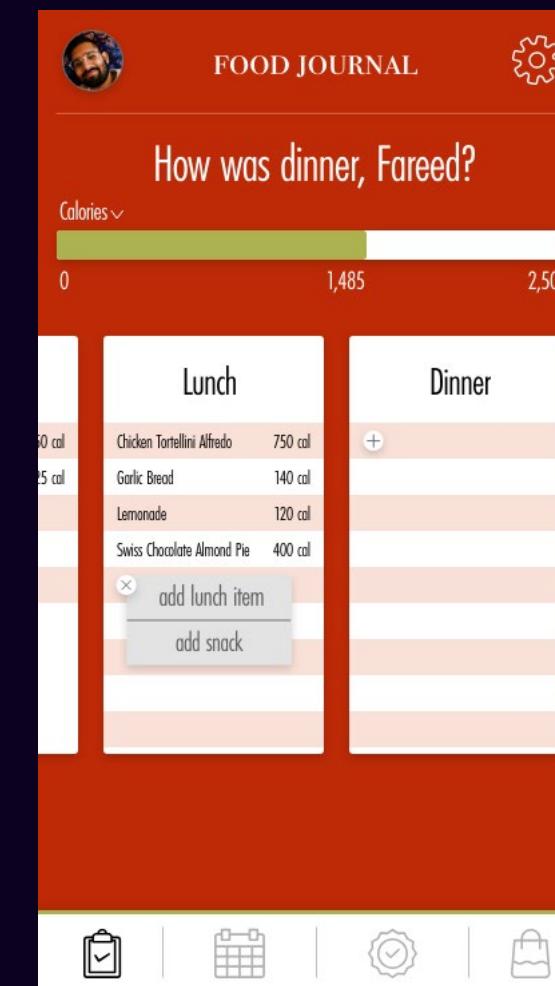
The home screen keeps tidy the daily calorie count bar, the meal totals and the navigation to other app components.



Home screen with new user hint



Home screen with new user hint cleared



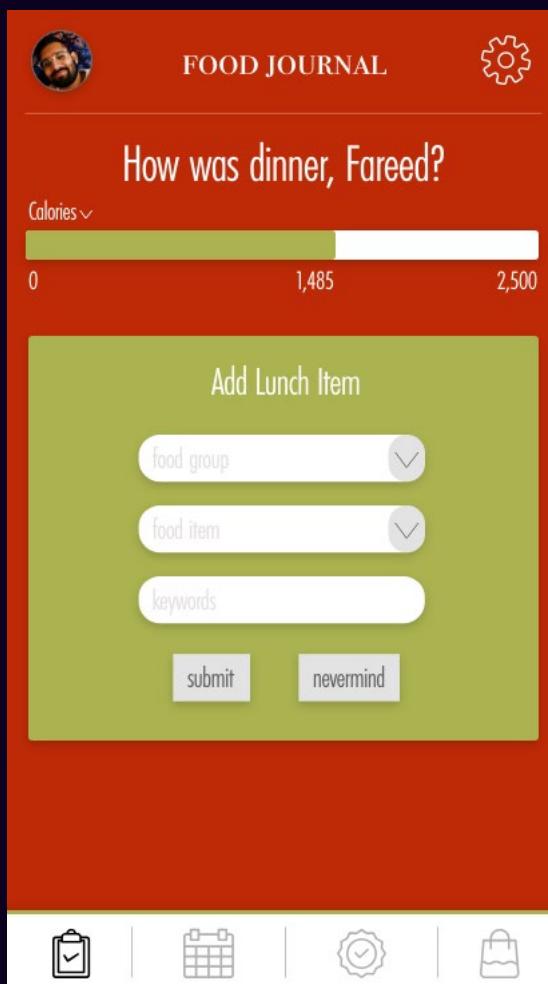
Home screen with selection made to add either a lunch item or lunch snack



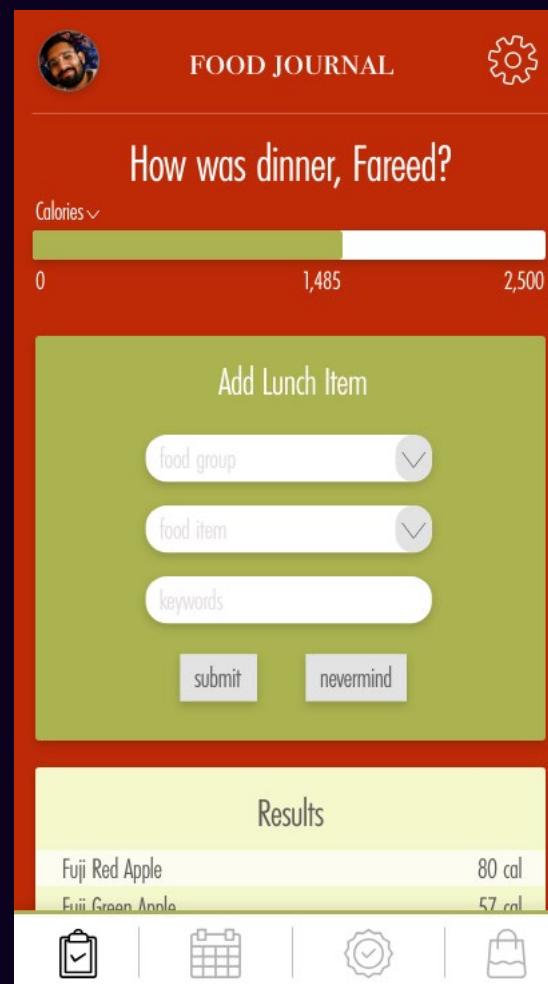
Home screen with slide-to-delete function active

# PROTOTYPES

The search screens are launched after the user indicates the need to add an item.



Add lunch item  
food search



Add lunch item food  
search results



Add lunch item food  
search results pulled  
above the fold

# A R T

The art of being a woman

ISSUE NO. 22

Next Steps



# WHAT'S NEXT FOR FOOD JOURNAL?

The first two rounds of Food Journal development have revealed pain points that can be eradicated and advancements that can be made to truly make it the best food tracking app on the market.



## Pain Point #1

A search function on the home screen is one of the biggest elements in need. Adding this feature will allow users to browse nutritional facts without adding it to their food logs.



## Pain Point #2

There is currently no visual indication on the search results page that the items from the list can be added to your log. A clickable icon will be added to each row of results.



## Pain Point #3

Before results are listed on the search screen, there is no way to navigate back to the Home screen if the user changes their mind about conducting a search. The Search screen will be reformatted to incorporate this feature.





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